Amendment dated 02/04/2005   Application N., 09/322,073
Response to Office Action dated 11/04/04

<div align="center">

REMARKS

</div>

Claims 1, 2, 4-10, and 12-17 are pending. Claims 1, 2, 4-10, and 12-17 stand rejected by this Office Action.

The title was amended to "Web-Based Architecture Sales Tool" in the response to the Office Action mailed on April 11, 2002.

Claim Rejections – 35 U.S.C. §101

Claims 1-8 and 17 are rejected by the Office Action under 35 U.S.C. 101 as allegedly being directed to non-statutory subject matter. The Office Action allege. that "For subject matter to be statutory, the claimed process must be limited to a practical application of the abstract idea or mathematical algorithm in the technological arts." The Office Ac ion further alleges that "A claim is limited to a practical application when the method, as claimed, produces a concrete, tangible and useful result". The Applicant has amended claim 1 to clarfy what is being claimed. As amended, claim 1 is directed to "In a computer system, a method for effectively selling at least one of products and services." The Applicant respectfully submits that claim 1 is directed to a concrete, tangible, and useful result that is limited in the technological arts. For example, the feature of "modifying the pictorial represen ntation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted components and the at least one identified busine is alliance, wherein the indicia coding identifies the at least one identified business alliance" s concrete and tangible and does produce a useful result. Moreover, claims 2-8 depend from c aim 1 and are directed to statutory subject matter for at least the above reasons. Thus, the Applicant requests reconsideration of claims 1-8.

Similarly, the Applicant has amended claim 17 to be directed to "A computer system for effectively selling at least one of products and services comprising" "a process·ir" and "a memory that stores information under the control of the processor". (Emphasis a lded.) The Applicant respectfully submits that claim 17 is directed to a machine that has a practical application in the technological arts. Thus, the Applicant requests reconsideration of c aim 17.

<div align="center">-6-</div>

Amendment dated 02/04/2005   Application No. 09/322,073
Response to Office Action dated 11/04/04

Claim Rejections – 35 U.S.C. §103

Claims 1-2, 4, 8-10, 12, and 16-17 are rejected by the Office Action under 35 U.S.C. 103(a) as allegedly being unpatentable over U.S. Patent No. 6,249,769 (Ruffin). The Applicant has amended claim 1 to include the features of "identifying at least one identified business alliance among a plurality of business entities associated with the targeted components" and "modifying the pictorial representation by indicia coding the targeted components n order to sell the at least one of the products and services that relate to the targeted compone its and the at least one identified business alliance, wherein the indicia coding identifies the at least one identified business alliance." (Emphasis added.) The amendment is supported by the specification as originally filed. For example, in reference to Figures 1 and 18, the present application discloses (Page 23, second full paragraph):

> In operation 28 of FIG. 1, one embodiment of the present invention identifies alliances among various business entities in certain components of a system. To accomplish this, the components of the system are indicia coded to indicate in which components of the system alliances exist between various business entities, i.e. companies, etc. This enables one to effectively discern how to use products in the components of the system where such alliances exist. The procedure for performing operation 28 begins by identifying at least one alliance among a plurality of business entities in terms of components of a current network framework. Note operation 57 of FIG. 18. A pictorial representation of the current network framework and the components is displayed in operation 58. Operation 59 conveys the alliance or alliances by indicia coding the components of the current network framework in which the alliance or alliances exist. More detail is provided below.

Ruffin fails to teach or even suggest the above features. Similarly, the Applicant has amended claim 9 to include "a code segment that identifies at least one identified business alliance among a plurality of business entities associated with the targeted components" and "a code segment that modifies the pictorial representation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted component and the at least one identified business alliance, wherein the indicia coding identifies the at least one identified business alliance." Also, the Applicant has amended claim 17 to include "logic that identifies at least one identified business alliance among a plurality of business entities associated with the targeted components" and "logic for modifying the pictorial representation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted components and the at least one identified business alliance,

-7-

wherein the indicia coding identifies the at least one identified business alliance." Moreover, claims 2, 4, 8, 10, 12, and 16 ultimately depend from claims 1 and 9 and are patentable for at least the above reasons. The Applicant requests reconsideration of claims 1-2, 4, 8-10, 12, and 16-17.

Claims 5-6 and 13-14 are rejected by the Office Action under 35 USC 103(a) as allegedly being unpatentable over Ruffin in view Official Notice "ON1" (regarding IT business services). Claims 5-6 and 13-14 depend from independent claims 1 and 9. However, "ON1" does not make up for the deficiencies of Ruffin. Thus, claims 5-6 and 13-14 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 5-6 and 13-14.
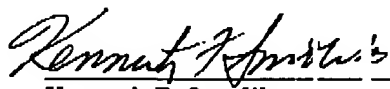
Claims 7 and 15 are rejected by the Office Action under 35 USC 103(a) as allegedly being unpatentable over Ruffin in view of Official Notice "ON2" (regarding techniques to provide visual clarity to illustrations). Claims 7 and 15 depend from independent claims 1 and 9. However, "ON2" does not make up for the deficiencies of Ruffin. Thus, claims 7 and 15 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 7 and 15.

CONCLUSIONS

All objections and rejections have been addressed. Hence, it is respectfully submitted that the present application is in condition for allowance, and a notice to that effect is earnestly solicited.

Respectfully submitted,

Date: February 4, 2005

Kenneth F. Smolik
Registration No. 44,344
BANNER & WITCOFF, LTD.
10 S. Wacker Drive, Suite 3000
Chicago, IL 60606-7407
Telephone: 312-463-5000
Facsimile: 312-463-5000